

05 October 2016 By email

Department of Conservation
PO Box 10 420
Wellington 6143

Re: draft National Strategy for Environmental Education for Sustainability

Dear steering committee members,

Tourism Industry Aotearoa (TIA) welcomes the opportunity to comment on the draft National Strategy for Environmental Education for Sustainability. TIA, the peak industry body representing the tourism industry, would like to provide a letter of support.

Tourism 2025 (www.tourism2025.org.nz), an industry-led, government supported economic growth framework was launched in New Zealand in 2014 and has set an aspirational goal of reaching \$41 billion in annual tourism revenues by 2025. The industry's focus is on growing value faster than volume. The Tourism 2025 framework is based around five key themes which are: Insight, Connectivity, Productivity, Visitor Experience and Target for Value. This framework has recently been reviewed ([Tourism 2025-two years on](#)). While the five themes of the framework remain unchanged, the emphasis in some focus areas has shifted. Sustainability is one of the themes now being given greater emphasis. There is a desire and expectation that long term sustainability, from an economic, environmental, cultural, and social aspect, is becoming a core value against which all decisions are being tested.

TIA supports the draft National Strategy for Environmental Education for Sustainability.

To ensure a sustainable future, the New Zealand tourism industry must ensure it is demonstrably committed to looking after all the resources it uses to operate. To achieve this, sustainability must become a genuine ethical underpinning of the industry. Education initiatives, like the National Strategy for Environmental Education for Sustainability, have an important role to play, particularly with our young people who will be the business owners and decisions makers of the future.

TIA agrees with the broad definition of sustainability contained in the draft Strategy. We encourage sustainability from an economic, environmental, cultural and social point of view:

TOURISM INDUSTRY AOTEAROA

Level 4, 79 Boulcott Street, PO Box 1697, Wellington 6140, New Zealand
P +64 4 499 0104 E info@tia.org.nz tia.org.nz

Economic

Tourism businesses need to be profitable and viable as long term operations. Such businesses are well placed to invest in product development, innovation and their people, allowing them to become sustainable businesses with the ability to act on the opportunities that emerge.

Environmental

The New Zealand tourism industry is highly reliant on the environment in which visitors immerse themselves, whether this is air and water quality, or urban and natural environments. As such, tourism must champion the interests of its environment through its own conduct and by being a powerful voice in New Zealand's overall management of its environmental assets.

Cultural

New Zealand's unique culture is a powerful point of differentiation for the New Zealand tourism industry and is a way we can both enhance the visitor experience and create opportunities for Maori and non-Maori alike. Central to this is the way we apply the Maori custom to adopt and embrace our visitors as whanau. By doing this right across our industry, we will showcase our unique culture while making our visitors feel welcomed and enthralled by New Zealand's rich cultural mix.

Social

Tourism takes place where the host society lives and works. This makes it important that tourism has the support of the New Zealand public. Tourism creates jobs, business opportunities, facilities and amenities that the resident population benefits from immensely. But increased tourism can crowd out locals, increase prices and expose locals to increased risks from, for instance, driving. Tourism must ensure continued public support. While the public is currently very well disposed to tourism, public sentiment needs to be monitored and acted upon before issues arise.

TIA believes that *Environmental Education for Sustainability* is a sensible development of existing programmes and we are of the opinion that our Tourism 2025 sustainability goals are well aligned to the vision, priority areas and actions of this draft national strategy.

Thank you for providing TIA with the opportunity to provide feedback on this draft strategy. Please do not hesitate to contact me for more information or clarification.

Yours sincerely



Chris Roberts - **Chief Executive TIA**